

October 2014

Volume 17, Issue 9

2014 Schedule of Meetings:

Oct. 1st, Nov. 5th, and Dec. 3rd.

Doors open at 6:00 p.m., meeting starts 7 p.m., at the Rockwood Public Library (inside Eramosa Community Centre) at 85 Christie Street (near corner Christie Street and Main Street North Wellington Road 27, Rockwood, On. NoB 2K0.

Annual Membership Dues:

Regular \$10
Couple \$12
Junior (14 to age 18) \$5
Under 14 Free

Membership Contact:

c/o: Len Kuenzig, P. O. Box 21018, Meadowvale P.O., Mississauga, On. L5N 6A2, Ph: (905) 824-4893, E-mail: len.kuenzig@sympatico.ca

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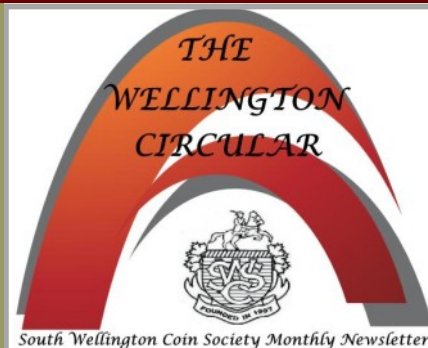


*South Wellington
Coin Society*

*founded
in 1997*



NEXT MEETING DATE:
WEDNESDAY, OCT. 1ST, 2014
DOORS OPEN 6 P.M.
MEETING STARTS **7 P.M.**
THEME:
AUSTRALIA NUMISMATICALLY



President's Message

Our next meeting is Wednesday, October 1st, 2014 AT **7 P.M.** (DOORS OPEN 6 P.M.)! Our October meeting will be a presentation by **Judy Blackman** on numismatic medals of Australia and area.

Happy 35th Wedding Anniversary Scott & Deb Douglas (together 43 years though) who celebrated by traveling to parts of New York the weekend of Sept. 19-22.

Happy Thanksgiving! Cheers! **John** (johnsemedo99@gmail.com / 519-821-6379)



This 63mm bronze medal (struck by the Royal Mint, UK) is known as 'The Battle of Waterloo: 175th Anniversary commemorative medal' and it was designed by Benedetto Pistrucci. The obverse is conjoined busts of Prince Regent George (later King George IV) of Great Britain, Emperor Francis I of Austria, Emperor Alexander I of Russia, and King Friederich Wilhelm III of Prussia; allegorical and mythological allusions around to the peace treaty resulting from the Battle: Apollo's chariot over the portraits and the fleeing chariot of Night below them herald the victory of the forces of Good; to the right of Apollo are his companions, the goddess of the rainbow (Iris), and the god of the light wind (Zephyrus); to the left is the constellation of Gemini, Castor and Pollux, indicating the month of June when the battle took place; to the left and right of the central portraits are the figures of Justice (Themis) and Might (Hercules), Hercules is seated upon a rock above a cavern which suppresses the Furies who are no longer able to leave the Cimmerian caverns; the Fates are shown below the figure of Themis, indicating that in the future, human actions will be governed by justice alone; lower down, are the goddesses of destiny (the Fates) and the vengeance (the Furies), they are on either side of the chariot of Night (the mother of the Fates), who is receding into darkness. The reverse depicts two horsemen in the centre of the reverse representing Blucher and Wellington, they are accompanied by Nike, the winged goddess of victory; over is the chariot of Zeus (the Thunderer), and below are twelve serpent-legged figures of titans personifying Europe's twelve-year struggle against Napoleon.

**Meeting Set-up /
Clean-up:**
Club Members present at
meeting

**Food & Beverages at
Meetings:**
Mel Brown

Auction Runner:
Len Kuenzig

**Newsletter
Editor**



**Editor: Judy
Blackman**

E-mail:
jblackman@rogers.com

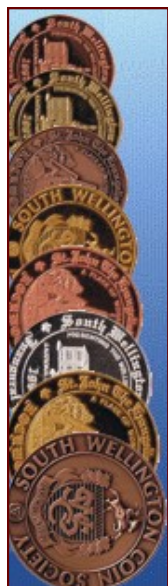
Postal mail:
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Send pictures in jpg, files in doc,
xls, pdf, wpd, or email body.

Articles of the upcoming
newsletters are due to the Editor
by no later than the 15th of the
current month.

Advertising space will be
accommodated where space is
available.

SWCS:
Was founded in March 1997.



Local / Special Coin Shows & Conventions

OCT. 2 - 3, & 3—4 Toronto, ON - Auction Sale #10, Toronto Reference Library, 789 Yonge St. Auction to be held in conjunction with the Toronto Coin Expo. Session 1: Thurs., Oct. 2, 6 p.m., viewing 10 a.m. to 5 p.m.; Session 2: Fri., Oct. 3, 6 p.m., viewing 10 a.m. to 5 p.m.

OCT. 5, Windsor, ON - 11th Annual Essex County Coin Show and Sale, Riverside Sportsman Club, 10835 Riverside Dr. E. Hours: 10 a.m. to 3 p.m. New location, featuring more than 20 tables, U.S., Admission with voluntary donation to the Canadian Diabetes Association. Free coin to all children 12 and younger.

OCT. 19, Stratford, ON - Stratford Coin Show, Festival Inn, 1144 Ontario St. Hours: 10 a.m. to 4 p.m. Admission \$2, under 16, free banknotes, tokens, coins, books and supplies.

OCT. 25 - 26, Toronto, ON - Torex - Canada's National Coin Show, Hyatt Regency Toronto On King, 370 King St. W. Hours: Sat. 10 a.m. to 5 p.m., Sun. 10 a.m. to 3 p.m., admission \$7, under 16 free;

NOV. 1, Scarborough, ON - Scarborough Coin Club 18th Annual Coin Show, Cedarbrook Community Centre, 91 Eastpark Blvd. Hours: 9 a.m. to 3 p.m. Free admission and parking, draws, refreshments are available.

NOV. 9, Windsor, ON - Windsor Coin Club 64th Annual Fall Coin Show, Caboto Club, 2175 Parent Ave. Hours: 10 a.m. to 4 p.m. Thirty-nine tables, admission \$1, juniors under 12 free. Parking is free.

NOV. 15, Niagara Falls, ON - Niagara falls Coin Club Coin Show, Our Lady of Peace Hall, 6944 Stanley Ave. Hours: 9 a.m. to 4 p.m. Admission \$2, free parking.

DEC. 7, Brampton, ON - Brampton Coin Show, Century Gardens Recreation Centre, 340 Vodden St. E. Hours: 9:30 a.m. to 4:30 p.m. Admission: \$3, under 14 free. Free parking. Funds raised for children's charities.

**CANADIAN
COIN NEWS**

<http://www.trajan.ca/showbbs/ccn.pl>



SWCS CURRENT EXECUTIVE

Term of Office: **July 1, 2012—June 30, 2015**

President / Director: **John Semedo** johnsemedo99@gmail.com **519-821-6379**

Vice-President / Treasurer / Archivist : **Scott Douglas** **519-853-3812**

Past-President / Show Chairman / Director: **Mike Hollingshead**
519-823-2646, cholling@uoguelph.ca

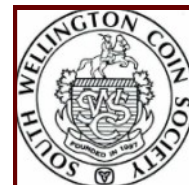
Secretary / Director: **Robin Semedo** **519-821-6379**

Membership Secretary / Draws: **Len Kuenzig**, lenkuenzig@yahoo.ca, **905-824-4893**
P. O. Box 21018, Meadowvale P.O. Mississauga, On. L5N 6A2

Auction Chairman / Club Medals / Director: **Lowell Wierstra**
519-824-6534, ljwierstra@rogers.com

Hospitality / Director: **Mel Brown**

Director Emeritus: **Robert Zmija LM #1**



Club Report & News reported by Mike Hollingshead and Len Kuenzig

Here's SWCS Sept. 3rd meeting report:

Our Educational Program:

September's Education: Luckily for SWCS there was no '3-alarm fire' on Sept. 3rd and the Fire Hall remained tranquil while **Scott Douglas** gave a spirited and emotional talk about his experience as a guest lecturer at the **1st International New Zealand Coin Fair & Walking Tour**. It was quite evident from **Scott's** presentation that he was awed by the Kiwis level of numismatic activity. The Society was formed in 1932 so it has had a bit of a head start on Canada! He stated that research was their prime motive and very little pressure on costs of coins and sales.

Most collectors were interested in paper money! It certainly sounded like **Scott** would jump at another opportunity to renew acquaintances made during his recent foray and some contacts have been exchanging research e-mails since. You could tell from **Scott's** accounts that the entire conference was more about developing lasting friendships and meeting kindred spirits than about coins and paper.

Knowing **Scott's** level of expertise and great speaking ability I have no doubt that our resident researcher will one day be invited back south of the equator for another numismatic conference! The conference was focused on education and the 21 speakers sessions were all packed!

October's Education: Keeping up the theme of 'The Southern Cross' (reference to a constellation only well-seen south of the equator), **Judy Blackman** will present an illustrated educational PPT on **Australia and Area Numismatic Medals** (over a 100 medal images plus a small exhibit of items will be shared)!

Judy has been a member of the **Australian Numismatic Society** (and somewhat less other numismatic organizations than **Jerome Remick** laid claim to) for some years. Like many of our SWCS members, **Judy** enjoys collecting foreign coins, tokens, paper and anything completely weird and interesting, usually with an intriguing story behind it!

Always a speaker and presenter who chooses education over propaganda, **Judy** will be a person you won't want to miss! Come early for a front row seat back at the old library location.

It was nice to see **Judy** and her husband **Aubyn** out to our September meeting, we look forward to seeing them both at our October meeting. .

Draws:

Attendance Draw: The name drawn was absent so next meeting (Oct.) will be \$15, so be there or be square!

King Arthur's Treasure: was a mild 50+ items and was picked up by a movie star! **Peter H-D** had just come off a movie set for the upcoming "Pixels (2015)" as an 'non-speaking extra', so watch for that one in the theatres! **Kevin James** and **Adam Sandler** headline this **Sony** movie which is directed by **Chris Columbus**. The story is an adaptation of **Patrick Jean's** short film (2010), which depicted popular '80s videogame characters attacking New York City. The movie follows a group of videogame experts who are recruited by the government to help deal with the threat.

Door Draws: The YN contingent continued to win big in the door draw department, but top pick went to returning member **Ryan Zmija**, who still holds out hope for the **Maple 'Loafs'** in the upcoming hockey season. Other winners were **Ernie Blair**, **Peter H-D** (5x once helped by **Mike Hollingshead** and again by **Mel Brown**), **Mel Brown** scooped one for himself and **Dwayne Spears** took home a coveted world coins catalogue.

Monthly Auction:

Did you see our new 1/4 page show ad in the Sept. CCN?



The commission charged to consignors: Sold for under \$20, auction fee is 25 cents and items sold for over \$20 fee is \$1. Pretty simple. No buyers premium, no sales tax.

Bring your items to consign to the meeting or contact **Lowell** at ljwierstra@rogers.com or phone 519-824-6534! Please use the new consignment form.

Show Update:

Thank you to these dealers for supporting our SWCW Fall Show:
Verne Hoskins (Port Dover);
Paul Koolhaas (Tottenham);
Robin Kenny (Toronto Gold & Silver);
Dan Jones (Kingsville);
Peter Kostyk (Niagara Falls);
Andy Grecco (Thorold);
Colonial Acres Coins (Kitchener);
Tom & Marg Clarke (Windsor);
Dave Hill (Wasaga Beach);
Select Currency (Georgetown);
Ernie & Linda Blair (Milton);
Mike Wilson & Brian Bell (The Coin Cabinet, New Brunswick);
Ted & Sandy Bailey (Paris);
Rudy Sauro (Hamilton);
Ken & Norma Preece (Brantford);
Halton Coins (Halton Hills);
MK Coins (Woodstock & Cambridge);
B&W Coins (Brampton); and
Joe Szeker (Brantford).

Due to *Seaby's Auction* (in London, U.K.) and *The World Paper Money Fair* (in Limburg, Netherlands), both **Gary Miller** and **Mike Findlay** will be absent until SWCS's May show (2015).

The Elusive Truth About Privacy Concerns: Blind-copy or just Blind-sided?:

Recent electronic mailings indicate some Southern Ontario clubs, and other clubs in Canada continue to use CC not BC, in accordance with their club's mission.

Some clubs want to promote fellowship between members, and encourage them to e-mail other members, and others want to protect the e-mail contact of its members and hobby industry contacts.

Checking stateside (in addition to Canadian research), even some larger numismatic groups list on their website a benefit of membership is receiving the contact information of other members so they can reach out to each other for help on research and for fellowship. In fact, in contacting two Presidents of these groups, they said this was very vital to their sustainability, that connectivity between members brings in new members, and keeps renewals coming in. In contacting members in yet another country, because of aging members losing mobility, this is their way to feel part of the family, it's important to be open-minded.

Although we continue to encounter issues with members not able to receive (some servers when the member is using a work e-mail are blocking BC with attachments) or locate the BC version (sitting in SPAM Filter / Junk Folder), we will continue this practice for now, but will review it further if the issues continue to arise.

We are disappointed that the same stance taken by two complainants was not taken up with all of the organizations sending them e-mails, as confirmed at our Sept. meeting, despite their commitment that they would hold all to the same standard.

Further, SWCS was shocked that the issue failed to warrant a single word of discussion at the *RCNA Delegates Breakfast* or even at the *RCNA General Meet-*

ing, which were attended by the concerned parties, especially considering both sessions opened the floor for new business and would have presented a perfect opportunity to make this a more credible issue.

Sept. 13-14, 2014, Stone Road Mall Days:

Once again our educational / display booth was a big success! Looks like we may have gained at least one new member, and certainly lots of show attendees. Many thanks to our volunteers: **Charles Turton, Ed Hagen, Ernie Blair, Len Kuenzig, Lowell Wierstra, Mel Brown, Mike Hollingshead, Judy Blackman, and Scott Douglas.** Special thanks to **Ernie** for bringing the donuts for our volunteers, and to **Judy** who brought candy pouches and real challenge coins to give to children and to veterans. The days were a lot of fun, and many interested folks came to check us out!



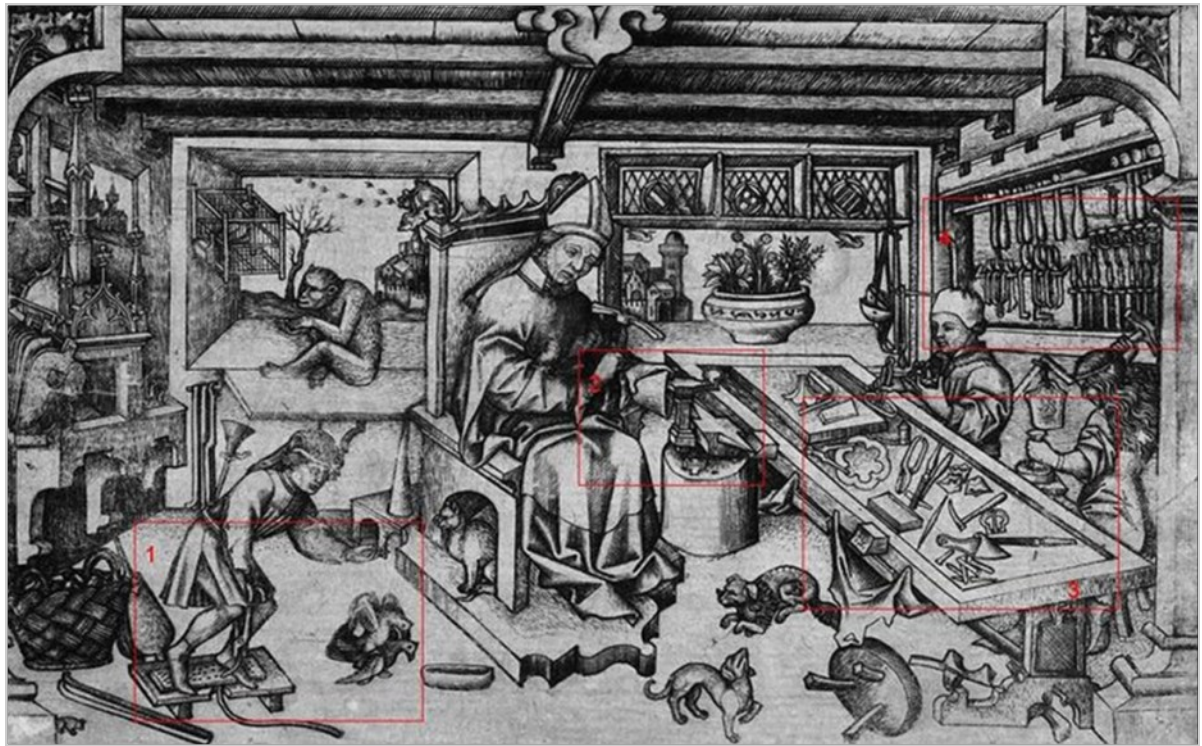
Understanding Goldsmithing Through Depictions of St. Eligius

from the Antique Jewelry University, by Jamie Hall (April 21, 2010)

St. Eligius was born in 588AD, and spent some years as a goldsmith before founding a few monasteries and converting various pagan tribes on the north-west coast of Europe. He is sometimes also referred to Eloi, Eloy or Loye.

There are various images of St. Eligius at work, drawn, painted or engraved throughout the middle ages. Amongst other things, St. Eligius is the patron saint of goldsmiths, metalworkers and coin collectors, and consequently, many of the images depict him in a workshop, or using tools. However, we can't take these illustrations too literally - their function is not to describe the craft of goldsmithing, but to show Eligius as he was in life. The first issue that we notice is that these are not historical portrayals - they are of their era, and so Eligius is shown wearing clothes in the Renaissance style in the second and third images; likewise, the representation of the workshops and tools reflect to time in the artists were working, not the 7th century, when Eligius was a working goldsmith. I'll be making another post about other images of historical workshops, but I felt it was important to keep those separate from these, because the function of the depictions of Eligius is very specific, and so the images need to be examined in the context of religious art. All of the images have been marked by me with boxes running from the bottom left to the top right.

The *right* image from the 1400s' (A) depicts him in a busy workshop, with two men and (unusually for images of this sort) a woman, all hard at work. This is a paradoxical portrayal, because the tools and processes seem to be remarkably realistic, but the workshop is full of animals, including a pair of pigeons copulating (A1) - I don't allow animals to make out, not even when I'm wire-drawing, as the man is shown doing. The technique is one I haven't heard of before, but makes some sense - the drawplate is held by the weight of the jewellers' feet, and he leans down and pulls the wire up with the draw-tongs. Because I've never seen any other reference to this, it could be a misunderstanding by the artist, but the structure of the foot plate (if that's what you'd call it) suggests that it was intended for the purpose. To his left is a furnace with bellows, a basket of fuel and coal-tongs.



A2 shows Eligius himself at work, which he certainly wouldn't have done while wearing his fine ecclesiastical robes. Looking at his work and the work of the others, a chalice is being produced - Eligius is forming the cup on an anvil set into a block of wood or stone. The anvil he uses is of an unusual shape, while the one next to it is the more familiar double-horned jewellers' anvil. A3 shows his other companions at work - the woman is using a punch and hammer, perhaps stamping a design, or maybe repoussé. Next to her, the man is using compasses to mark out a circle, with the foot of the chalice on a board in front of him. The bench they are using is covered with tools, including files, hammers, shears and punches. There is space for two more workers at the bench, which has two benchpegs on the side nearest Eligius, with a leather apron for catching filings and dropped items. In the modern day, we tend to use removable metal trays for this purpose, but some jewellers' still prefer leather for it's ability to collect filings and fragments - the leather is burnt periodically and replaced, so that the precious metal can be collected. A4 is a tool rack with various types of hammer, files, pincers and gravers on show.

In image B right, from a similar era, the same work is taking place - Eligius is forming or finishing the cup of a chalice on an anvil (B1), while his companions work with gravers other components of chalices (B2). Note that the man dressed in white is using proper tool grip for his graver, while the man dressed in black is holding it in a way that makes no sense unless he was just using it as a scribe. Likewise, Eligius himself is holding the hammer in a way that has no practical use. On the bench where they are working can be seen various tools - amongst other things, it appears that there is a fork (or perhaps dividers) and small spouted pot of oil or some other liquid. In the background (top right) a boy is operating bellows.



The final painting (B) is by Petrus Christus, from 1449AD, a similar date to image A, at the top. Although it is still referred to as a depiction of St. Eligius, it has apparently been proved to be a simple illustration of a goldsmith, not Eligius himself; a halo had been added at some point, and then removed more recently, causing the confusion. This image does not show the workshop, rather it shows the shop where the goldsmith would sell his wares. On the desk are coins, some tiny objects (perhaps gemstones) and weights for the scales, which the goldsmith is holding. Behind him (B2) are goods for sale or display - a pad of rings, earrings, beads, bottles and a cup above that, and a piece of coral with two bars (one is clearly glass*) it's left. Above that is a plaque with three settings - I can't imagine what it's decorative function would be, so perhaps it is simply there to show examples of stones and setting styles to customers.



Here are 3 of Eligius's coins made before his death in 665:



R. M. S. P. Co. Saint Lucia Rare Token



In the June 2014 Australian Numismatic Society's members' on-line auction, your Editor was able to acquire this Castries, Royal Mail Steam Packet Co. Coal Tally, n.d. brass (they were also issued in bronze), 25.6mm, 5.57gm, Saint Lucia rare token. It's a well designed uniface 1885 token with centre hold, *R.M.S.P.Co.SAINT LUCIA*, laurel spray. Reference Pridmore 18, Lyall 496, Devaux type 9, Ford 687, Tankersley 383, Nobel 3461, Spinks 106. The token was issued to laborers carrying hundred weight baskets of coal onto company packets in the late 19th century.

Fine to extra fine generally sell at auction for 60-100£ (generally around \$200 Canadian). Varies for the other grades.

The Children's Employment Commission (CEC) in Britain offered its first report on mines to Parliament in 1842 and deployed the trope of slavery to critique mining labour practices. "As bad as the African Slave Trade," was the verdict concerning the lengthy apprenticeship of children bound to work in mines to the age of twenty-one. Child workers in the Forest of Dean were reported as suffering "a wretched and slave-like mode of labour." In the aftermath of this report, employment practices in the British coal mining industry were reformed.

Yet in the same year that the commission delivered its report, on the other side of the Atlantic, four of the Royal Mail Steam Packet Company's (RMSPC) steamships were fueled each month at St. Thomas in the Danish West Indies. Since slavery had not end in St. Thomas, the coal-bearers who carried the coal onto the RMSPC's steamships, in baskets or sacks, were enslaved women and men hired out by their owners. Robert Woolward, a junior officer on board these vessels during the 1840s, later wrote in his memoirs of the coaling process at St. Thomas: "I saw the ladies and gentlemen employed at the work were kept moving by a white man with a whip in his hands; the ladies also carried baskets on their heads which held 112 lbs. coal, [...] and had to move smartly with their load, or the whip came into requisition."

Thus, while in the aftermath of formal abolition in the British Empire the metaphor of slavery was liberally invoked to condemn children's involvement in the coalmining industry, the British Government's sponsorship of a steamship service that employed enslaved labour in the Caribbean was a consideration simultaneously surrounded by governmental silence.

Through a focus on the space of the coaling station and labour arrangements within this space, further research was sought to further nuance understanding of maritime operations in the Caribbean during the region's transition from slavery to freedom.

It has been argued that the RMSPC exploited a trans-imperial geography to coal its ships, relying on stations within and beyond the British Empire. In so doing, the Company sought to employ laborers whose mobility was restricted, and depended upon bonded as well as free labour. The coaling station which functioned, in Mary Louise Pratt's terms, as a "contact zone", also served to mobilize debates on slavery and emancipation. [Reference "A Wretched and Slave-like Mode of Labour", *Slavery, Emancipation, and the Royal Mail Steam Packet Company's Coaling Stations*, Anim-Addo, Anyaa // *Historical Geography*, 2011, Vol. 39, pg65]

In February 1841, McQueen wrote from Barbados to the Company's secretary in Britain with the suggestion that, "it would be a good ting for the Company to send out three or four European labourers to each of their principal depots in this quarter, men accustomed to such work as they would have to perform at them, and who would teach and excite to activity the Negro labourers, which to a certain extent is may be necessary to have additional." Sugar-Estate Manager James McQueen therefore initially envisaged that European and Caribbean coal-bearers would work together at those stations, with Caribbean workers supplementing a small European core.

Yet by February 18, McQueen had changed his mind, and proposed instead that the Company should employ an additional six to ten crew members on board their ships who would assist with the coaling process. In 1842, McQueen wrote further implying wages were contested at the coaling stations. There was insufficient labour force, pay was not the only source of coaling station conflict. There was evidence too of coal-bearers' actions influencing decisions on equipment and working conditions. In May 1844, workers refused to work because the new Lyon's equipment caused coal dust which was irritating their eyes. This resulted in the company deliberately seeking bonded labourers. The Company's vessels literally circumnavigated emancipation by taking on fuel at pre-emancipation islands.

The Timothy Eaton Company

Did You Knowthat before Timothy Eaton established his retail empire in Toronto, Ontario he apprenticed as a clerk in a general store in Glen Williams, Ontario in 1853?

Timothy Eaton was born in March 1834 in Northern Ireland in the town of Ballymena, County Antrim. His father, John, had just died two months earlier at age 50 of Cholera, the epidemic that swept Ireland from 1832-34 killing more than 50,000 people in 1832 alone. His mother Margaret already had five daughters and three son's to look after in their two story home on their forty acre farm. However, the family was considered prosperous for the time.

In 1847 Timothy left school and apprenticed with store owner William Smith in Portglenone located some nine miles from the Eaton farm. Smith sold hardware, grain and liquor. Timothy's mother had to post a £100 bond with Smith to ensure he would stay for five years. Smith was a miserable taskmaster who, although living quite close to the Eaton farm, did not include transportation home for Timothy. As his work day was from sunrise to sunset there was little time left in the day for Timothy to walk home and back so he would sleep under the counter of the shop. Timothy proved a quick learner figuring out measurements, crops and most importantly people. One of his duties as apprentice was to make available a tot of liquor to the farmers heading to market at 4AM. A single tot was half an Imperial Gill, which is 2.5 fl ounces or 71 ml. This experience alone would cause Eaton to become a lifelong teetotaler. In 1848 Timothy's mother, Margaret died at the age of 52. With his mother's passing a greater self-reliance was placed on him. The past year at Smith's had better prepared for life's realities. Now, just fourteen years old, Timothy focused on finishing his apprenticeship and set his sights on Canada.

In 1852, at the age of 18, Timothy decided to leave Ireland and the all too common cholera epidemics and potato famines. His employer, William Smith returned to him the £100 bond. It was customary to bestow a suit of clothes to a departing apprentice and Smith honoured this gesture. He also gave Timothy a silver pocket watch as a token of appreciation.



Timothy's brother, Robert, had moved to Canada and was living in the Ottawa Valley. Timothy's sister Margaret had, some years earlier, married a neighbour Robert Reid. They had moved to Canada and bought a farm in Georgetown, Ontario. Two of his other sisters, Sarah and Nancy, had joined Margaret and Robert Reid on the farm. Shortly after Timothy's arrival in Canada he went to live with his sisters on this farm. He immediately found work in a general store in nearby Glen Williams as a junior clerk.

Photo (right) May 2014

The store in Glen William, Ontario that Timothy Eaton began as a junior clerk in Canada before moving to St. Mary's and eventually Toronto to form his commercial empire.



In the mid 1850's the Grand Trunk Railway opened up south-western Ontario. Timothy Eaton's brother, Robert, established a dry goods business in St. Mary's. In 1854 Timothy and his other brother James set up in business in a log cabin in Kirkton some ten miles from St. Mary's. The business was known as the J and T Eaton General Store. Timothy recognised the advantage of having a post office on the premises and applied to become the postmaster. This had the benefit of increasing foot traffic as well as the revenue that the job provided. In Kirkton, Timothy Eaton taught Sunday school at the Presbyterian church, the faith he had grown up in. However, after a local revival meeting, Timothy turned to Methodism. In 1860, restricted by a rural location, the J and T General Store moved to St. Mary's and enlarged their business to sell, not only dry goods, but kitchenware, farm tools and boots. Throughout the alliance with brother James, Timothy was the proactive partner as James was involved in other business ventures. By all accounts the business partnership was a success but with success came sibling rivalry that ended with a dissolution of the business and a parting of ways. In 1868 J and T Eaton had inventory of \$11,000. James would stay in St. Mary's and Timothy would move to Toronto, a town of 50,000 inhabitants, of which 40 percent were Irish. With his stake Timothy Eaton purchased the dry goods business, from fellow Methodist James Jennings, located at 178 Yonge Street for \$6500 cash. Eaton opened the T. Eaton & Co. business on December 8, 1869 with the declaration 'We propose to sell our goods for CASH ONLY – In selling goods to have only one price'. Although Eaton wasn't the first to try the CASH ONLY business strategy he was the first to try it in the general store genre. For T. Eaton & Co. it's time had come. CASH ONLY was a hugely successful concept when applied with Eaton's business model of 'goods satisfactory or money refunded'.



In 1870 sales at Eaton's were \$24,000. In 1874 sales reached \$55,000 and in 1880 sales eclipsed \$155,000. In 1880 Eaton's sales force was 50 employees and were mostly women. By 1890 the population of Toronto was 200,000, Eaton's sales were one million dollars and employees had reached 750.

In 1883 Eaton moved to larger premises at 190-196 Yonge St. When competitor Robert Simpson found out about the move he looked to lease Eaton's old space. When Timothy heard of Simpson's interest he continued to pay the rent on his old location until his lease expired the following year.

Eaton's early success did not make him relax. He was always looking to improve on his growing empire. He personally wrote all of his advertising and felt that integrity was paramount. He would *use no deception even in the smallest degree.....nothing you can't defend before God and Man.*

As an example of Eaton's forward thinking Timothy installed an elevator in 1886. The elevator was known as the 'plunger' because it did not stop on the way down until it reached the main floor. The idea was to have customers take the elevator up and then walk down each floor past eye catching displays of merchandise.

Eaton had definitely mastered the art of the retail store and would see it's continued success right up until the day he died. However, a countless number of Canadians will likely remember Eaton for the home delivery catalogue.

This advertisement in the Daily Globe of Toronto dated December 15, 1869 shows Eaton's pricing and his CASH ONLY – ONE PRICE model. At the bottom of the ad is a statement from James Jennings, who sold the business to Eaton, declaring where **Persons Indebted** could find him and pay what they owed.

Although the Eaton's catalogue was not the first in North America it quickly became the gold standard. First introduced in 1884 it was six inches by nine inches, 32 pages and was called The Wishing Book. The catalogue was available in the store but more importantly was handed out at the Industrial Exhibition in September each year. With the completion of the Canadian Pacific Railway, in 1885, orders could be sent all across the country from Toronto. Most Canadian, then as now, would consider this mail order catalogue as Eaton's greatest enterprise. Emblazoned across the cover of the 1896 catalogue was the self declaration CANADA'S GREATEST STORE. There can be no doubt that the Eaton's catalogue business put tremendous strain on the smaller merchants in towns and villages across Canada. Since many general stores and dry goods businesses had post offices on the premises, as did J and T Eaton in Kirkton, Ontario, customers were known to walk

through to the back of those same stores and get their catalogue to take home, ultimately leading to an order that would result in lost business to that very merchant. While in the United States there were scenes of storekeepers publicly burning the catalogues of Sears and Montgomery Ward, Eaton's would never suffer this embarrassment. He found he could simply smooth things over with the various postmasters by inviting them to attend his lavish Christmas parties.

In 1891 Timothy Eaton now thought about retirement and set out a ten year outlook. As he looked to who could succeed him he drew up a plan. He incorporated as The T. Eaton Co. Limited with himself as president. The incorporated company made available 5000 shares of stock but initially issued only 2485. Timothy was the largest shareholder with 2310, his eldest son Edward, the vice-president and likely successor, held 145. Mrs. Eaton and his two daughters Margaret and Josephine each held 10 shares. Of the remaining shares, some close senior employees were granted shareholder status. The best laid plans often go amiss and Timothy's chosen heir, eldest son Edward, who was diabetic, died in October 1900 at the age of 37. Bill, the next son in line, had little business sense and the era would never have allowed a female at the helm and so his daughters were eliminated from consideration. This left his youngest son John Craig. Jack, as he was known, may have been the last choice but he was likely the best choice. Jack had his father's far-sightedness and good sales skills. If Timothy had doubts he didn't let on. In fact he needn't worry as he had created a corporate structure that didn't rely on one individual but had the support of hand picked senior management. In 1901 John Craig Eaton took control and so began the next generation of Eaton's.

Timothy Eaton died on January 31, 1907 of pneumonia. He left an estate of more than five million dollars.

Eaton's filed for bankruptcy in August 1999. The last store closed its doors on February 26, 2002.

Authors note:

Interestingly Timothy Eaton was born and raised 27 miles (43 kilometres) away from my grandparents in Ireland and would later come to Canada and clerk in Glen Williams just 2 miles (2.7 kilometres) from my childhood home of Georgetown, Ontario. My mother and my grandmother both worked for Eaton's in Toronto in the 1940's as did many other Irish folk. A loose connection indeed but a connection all the same.

For further reading:

- Northern Enterprise: Five Centuries of Canadian Business*. McClelland and Stewart 1987
- Rod McQueen. *The Eatons*. Stoddard Publishing 1999
- Nasmith, George G., *Timothy Eaton*. McClelland and Stewart 1923.
- Gourluck, Russ. *A store like no other. Eaton's of Winnipeg*. Great Plains Publications. 2004

Medals:



A medal commemorating Queen Victoria's Diamond Jubilee of 1897 depicts the Eaton's store on the reverse. Struck in bronze and white metal by the P.W. Ellis Co. of Toronto.

A medal celebrating the International Convention of the Epworth League held in Toronto in July of 1897. The Epworth League is a religious organization of young Methodists (age 18-35) founded in Cleveland, Ohio in 1889. In 1897 the convention had more than 20,000 attendants. Struck in bronze and white metal by the P.W. Ellis Co. of Toronto.



Medals struck for the Athletic and Sporting Goods department of Eatons. One is for the bicycle repair shop and the other for the NEW RAPID bicycle at the cash price of \$110.

In the 1940's encased cents with the motto 'Keep Me And Never Go Broke' were popular advertising pieces. Here are two examples issued by Eaton's. One is from Hamilton (1946), and the other from Toronto (1947ml) 'The Store For Young Canada'



Two wonderful Eaton's stories.

In Winnipeg, Manitoba stores would always round off their prices to the nearest nickel. As a result Manitoba residents never had a use for the cent coin. In Toronto it was common practice to end pricing in a seven, eight or nine. The opening of the Winnipeg Eaton's store in July 1905 would change the Manitoba shopping experience forever. For the grand opening the Eaton's officials had ordered \$500 in cents, or 'coppers' as they were known then, from Ottawa. In the beginning Winnipeg shoppers, not knowing what to do with the seemingly unwanted cents, left them on the counter or placed them in the charity boxes on the counters. Newspapers were sold on the street for a nickel (rounded off) so Eaton's began selling newspapers inside their door for two cents. The shopping public soon caught on and the newsagents got their first taste of the Eaton effect!

The second story is from the book 'Ink On My Fingers' written by Herbert Cranston the son of token manufacturer J.K. Cranston of Galt. Herbert worked for the Toronto Star for many years and was the editor of the Star weekly magazine. In the 1920's one of the columnists was Charlie Vining who was putting together a story on the suspiciousness of native Torontonians. Cranston got an idea and went to the Canadian Bank of Commerce to obtain a \$1000 bill. These large bills were not in circulation and were only used by banks settling daily clearing transactions. Cranston then got Vining and another reporter Greg Clark to take the \$1000 bill up Yonge Street to the retail section and try to purchase something with the bill. The first shop the reporters went in was a haberdashers shop. They picked out some ties and after the clerk wrapped them up and presented the package he was handed the \$1000 bill. The clerk looked at the bill and then called his manager. The manager looked at the bill, studied the two customers carefully and then strongly suggested the ties be returned and the whole matter forgotten. The next store entered was a hosiery shop where the two men picked out stockings for their wives. When offered payment the proprietor threatened to call the police. Store after store flatly refused the \$1000 bill. Tired of fooling around with the small stores the two reporters headed into Eaton's big department store. Each man picked out a handsome shirt and a couple of ties. After the items were wrapped the \$1000 bill was slid across the counter. The Eaton's clerk picked it up, looked hard at it but did not blink. He placed it in a tube and shot it up to the cashiers office. What happened in the cashiers office is unknown but a few minutes later back came the tube with \$992 in fifties, twenties, tens, fives and a single two. Charlie and Greg had to stand at the counter and count out the change in front of a growing crowd of gaping customers. Eaton's had done it again!

Scott E. Douglas
FRCNA, FCNRS, FONA

SWCS AUCTION FOR OCTOBER 1ST, 2014

LOT	DESCRIPTION	EST. VALUE	RESERVE	BID	WON
1	Canada 2012 lucky loonie 5 pack		\$ 5.00		
2	Canada 2011 parks loonie 5 pack		\$ 5.00		
3	Canada 2012 HMS Shannon circulation toonie 5-pack		\$ 10.00		
4	New Brunswick 1864 long 6 penny	\$11.00	\$ 6.00		
5	New Brunswick 1861 penny	\$6.00	\$ 4.00		
6	P.E.I. 1861 penny	\$6.00	\$ 4.00		
7	New Foundland 1894 penny	\$5.00	\$ 3.00		
8	Canada 2006p R.C.M. roll of Breast Cancer quarters		\$ 15.00		
9	Canada 1939 silver dollar	\$22.00	\$ 17.00		
10	Canada 1950 silver dollar	\$28.00	\$ 17.00		
11	Canada 1955 silver dollar	\$26.00	\$ 17.00		
12	Canada 1957 silver dollar		\$ 17.00		
13	Canada 1912 silver half dollar	\$50.00	\$ 25.00		
14	Canada 1913 silver half dollar	\$50.00	\$ 25.00		
15	Canada 1916 silver half dollar	\$30.00	\$ 15.00		
16	Canada 1945 silver half dollar	\$16.00	\$ 8.00		
17	Canada 1952 silver half dollar wide date		\$ 8.00		
18	Canada 1953 sf silver dollar	\$15.00	\$ 8.00		
19	Canada 1907 silver dollar	\$30.00	\$ 15.00		
20	Canada 2011 roll of mint quarters in plastic		\$ 10.00		
21	Five UNI SAFE coin folders		\$ 1.00		
22	Plastic flips Qty of 27		\$ 1.00		
23	Four coin holders 3 hard plastic 1 soft		\$ 1.00		
24	Bag of plastic bottles		\$ 1.00		
25	Canada 1922 bag of 9 nickels	\$9.00	\$ 1.00		
26	Canada 1923 bag of 6 nickels	\$12.00	\$ 2.00		
27	Canada 1924 bag of 11 nickels	\$16.00	\$ 2.00		
28	Canada 1927 bag of 6 nickels	\$6.00	\$ 1.00		
29	Canada 1928 bag of 9 nickels	\$9.00	\$ 1.00		
30	Canada 1929 bag of 8 nickels	\$12.00	\$ 2.00		
31	Canada 1930 bag of 6 nickels	\$9.00	\$ 1.00		
32	Canada 1932 bag of 3 nickels	\$4.50	\$ 1.00		
33	Canada 1933 bag of 8 nickels	\$20.00	\$ 5.00		
34	Canada 1953 NSF FAR nickel	\$6.00	\$ 2.00		
35	World coin catalog 2001 to date 7th edition		\$ 5.00		
36	World coin catalog 1901 to 2000 39th edition		\$ 5.00		
37	World coin catalog 1801 to 1900 5th edition		\$ 5.00		
38	World coin catalog 1701 to 1800 5th edition		\$ 5.00		
39	World coin catalog 1601 to 1700 2nd edition		\$ 5.00		
40	Canada 1965 three silver dollars T1 T2 T3	\$60.00	\$ 41.00		



For coins submissions contact Lowell Wiestra at 519-824-6534